



June 2020

SOUTH DOWNTOWN - SMALL AREA PLAN PROGRESS

Greenville, South Carolina

STEPS IN THE PROCESS

- Documentation and stakeholder input (February 2020)
- Developing the Plan - Testing Options (May 2020)
- Prepare a draft Small Area Plan (July 2020)

CHANGING CONTEXT

As the definition of downtown shifts, change is already taking place in South Downtown.

CHARACTER AND CONNECTIONS

South Downtown is characterized by its edges, with Falls Park to the north, Augusta Street to the west and south, and Church Street to the east. As Greenville continues its rapid change, development patterns have already begun along these key areas, from the future County Square development, to large multi-family housing complexes on Church and Augusta, to new gathering places and civic opportunities, like the South Carolina Children's Theater on Augusta.

Creating a small area plan allows for this change to be focused in a way that allows growth and change, while still maintaining the character that draws people to South Downtown.



These images show the existing character in South Downtown

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GREENVILLE SOUTH DOWNTOWN SMALL AREA PLAN / GREENVILLE, SOUTH CAROLINA / MAY 2020

Changing context

SOUTH DOWNTOWN TODAY AND TOMORROW

As Greenville rapidly evolves, what makes up downtown is changing; the next version of Greenville needs a new definition of downtown

BUILDING ON THE MASTER PLAN

The Greenville Strategic Downtown Master Plan (2019) is designed to focus on key initiatives that can advance the economic and physical success of downtown Greenville for the next 5 to 10 years. Downtown Greenville is not one size fits all. It should evolve into a series of distinct precincts, each with its own personality and sense of place. The Greenville Strategic Downtown Master Plan has three design principles:

- Increase mobility options and pedestrian safety within the downtown
- Building great street frontage throughout the downtown and close-knit neighborhoods
- Look to inherited patterns to build new

The next phase of the strategic master plan is a small area plan, bringing a specific district of downtown into sharper focus.

THE EVOLVING DISTRICT

Building on the design principles of the Greenville Strategic Downtown Master Plan, the South Downtown Small Area plan was created to zoom in on one of the unique areas of downtown, poised to be a major focus of redevelopment over the next ten years as the county administrative office complex is replaced by an urban mixed-use area. South downtown is uniquely positioned to close integrate with historic existing Greenville neighborhoods, as well as ongoing new development in the Haynie-Sirrine neighborhood between Church and Augusta Streets. As the definition of downtown expands, its imperative to link these development opportunities together in order to create a stronger, more resilient neighborhood pattern. The South Downtown of tomorrow has four key take-aways:

1. Integrate new development sites into a physical vision for South Downtown
2. Create walkable and bikeable connections to parks and adjacent districts
3. New building patterns should respond to the scale and character of the Haynie-Sirrine neighborhood
4. Buildings patterns should reinforce the scale and character of Augusta Street

These principles were developed through a community engagement process, working through public meetings and stakeholder groups to help refine the vision crafted during the Greenville Strategic Downtown Master Plan public process.



Public Open House February 2020
Members of the community gather to discuss their vision for South Downtown

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South Downtown Today and Tomorrow

SOUTH DOWNTOWN - SMALL AREA PLAN

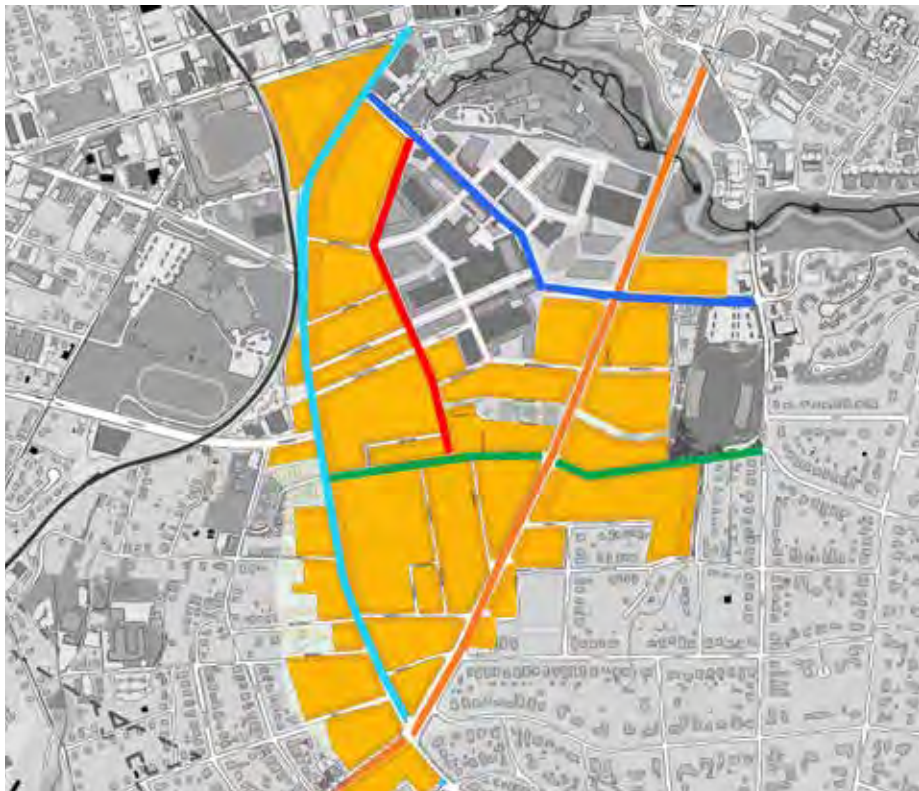
OBJECTIVES


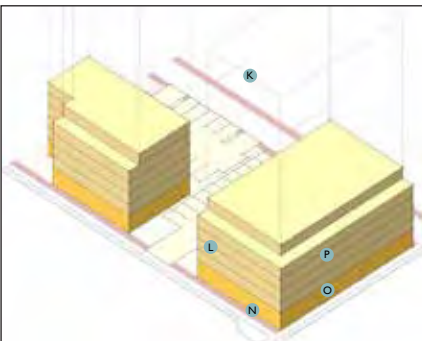
- Tie together redevelopment initiatives within the study area into a coherent vision for the broader district
- Develop character areas within the new mixed-use district to create a base for updating zoning and design standards
- Enhance connectivity between neighborhoods
- Create shared addresses fronting city streets and parks
- Upgrade substandard infrastructure
- Balance differences of scale between buildings

SOUTH DOWNTOWN - SMALL AREA PLAN

APPROACH

1. establish a series of character areas as precincts
2. provide a regulating plan for development within blocks of each precinct
3. develop building frontage criteria to reflect location



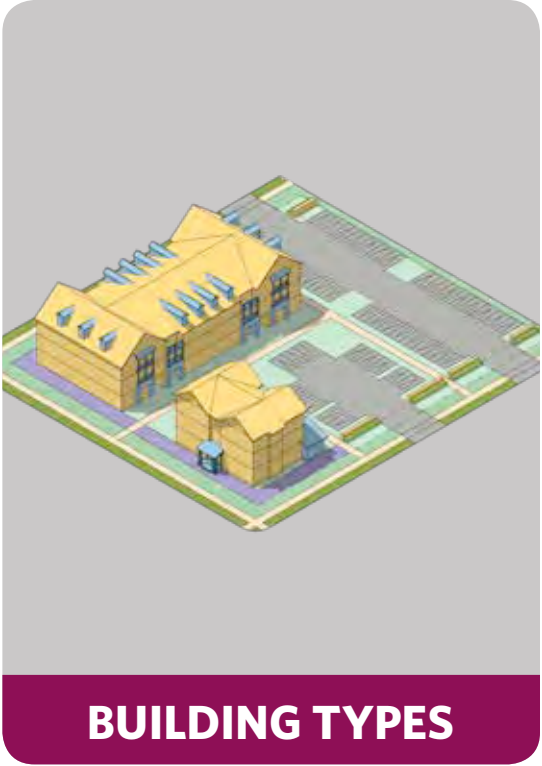
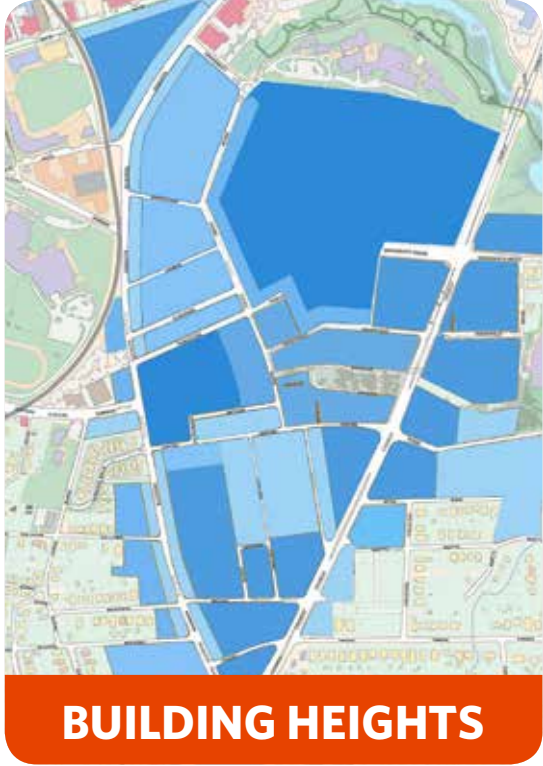
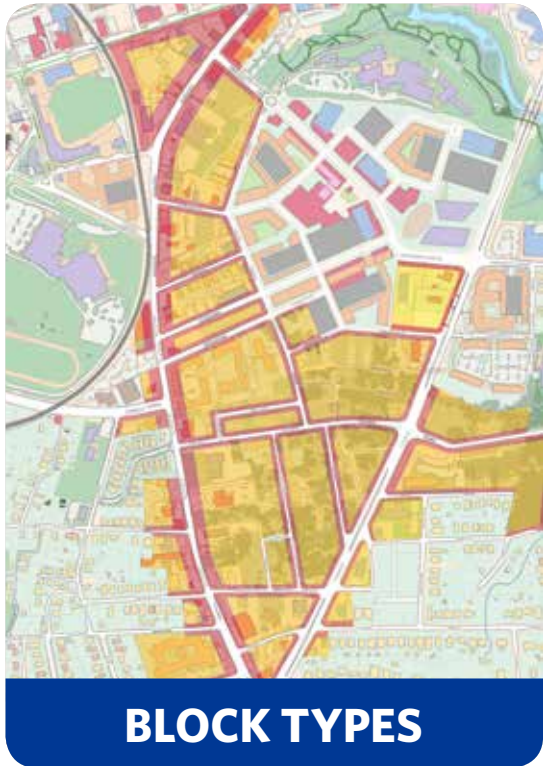
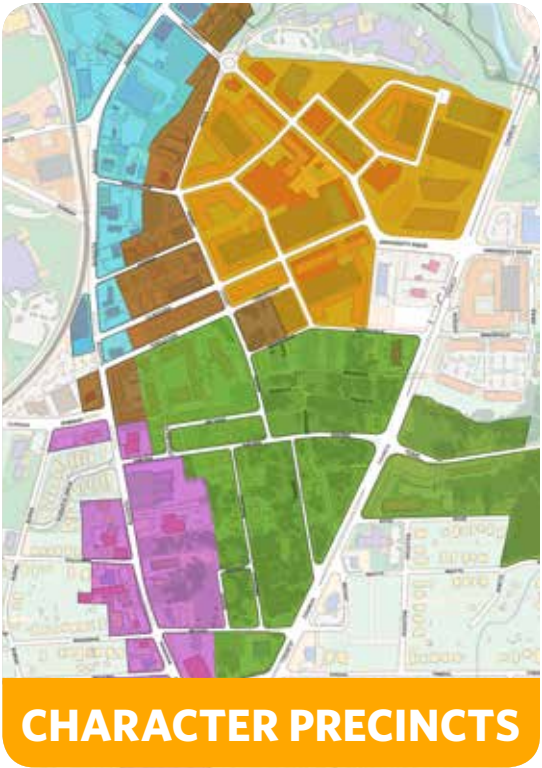
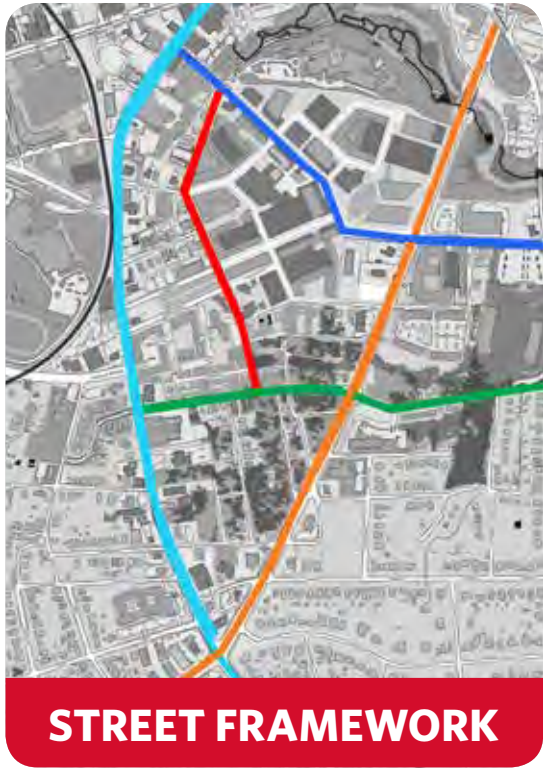


Height	
Building Height	
K Building height (max)	Varies, see Chapter 4
L Building height (min)	25'
Story Height	
N Ground story finished floor elevation	0'
O Ground story height, floor to floor (min)	14'
P Upper story height, floor to floor (min)	10'

Form	
Transparency	
Q Ground story (min)	30%
R Upper story (min)	15%
S Blank wall (max)	30'
Entrances	
T Street facing entrance	Required
Allowed Building Elements	
Public*	Shopfront, arcade, gallery, awning, porte cochere
Semi-Public*	Forecourt, balcony

*See Sec. 2.12.

PLAN ELEMENTS



SOUTH DOWNTOWN - INITIAL COMMUNITY FEEDBACK

STRENGTHS AND PREFERENCES OF THE CONNECTIVITY PLAN

- Multi-use trails and path system within the district
- Potential for neighborhood retail in close proximity to residents
- Green space and pocket parks
- Extension of Sullivan Street
- Improvements to streets, street trees and lighting

SOUTH DOWNTOWN - SMALL AREA PLAN

WEAKNESSES AND CONCERNS

- traffic congestion on small neighborhood streets
- crossing wide, busy streets with trails (University)
- lack of a plan for affordable housing
- Dunbar connection seems unrealistic
- limited access on to Church and Augusta throughout
- Improvements to streets, street trees and lighting

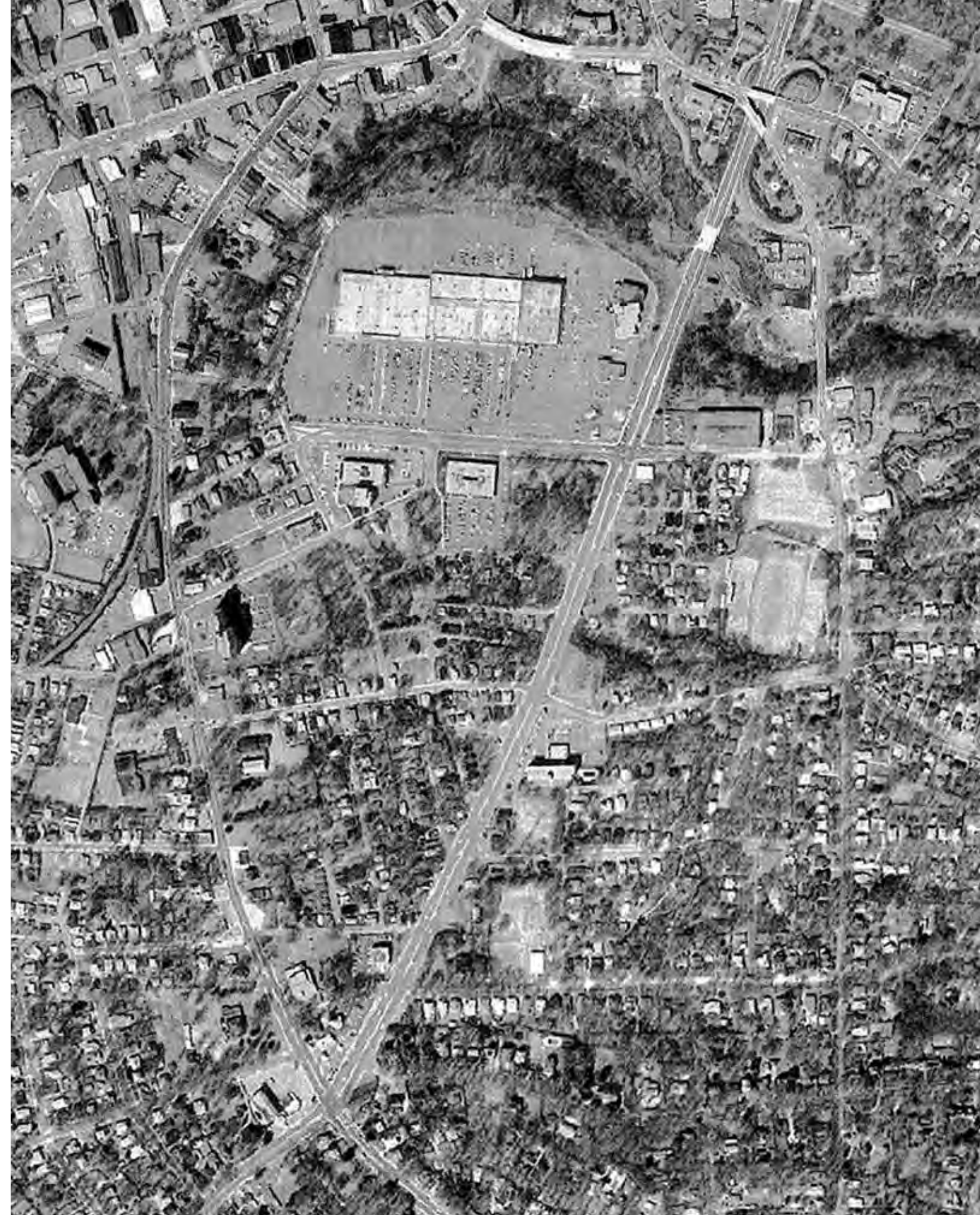
SOUTH DOWNTOWN - SMALL AREA PLAN

WHAT'S MISSING

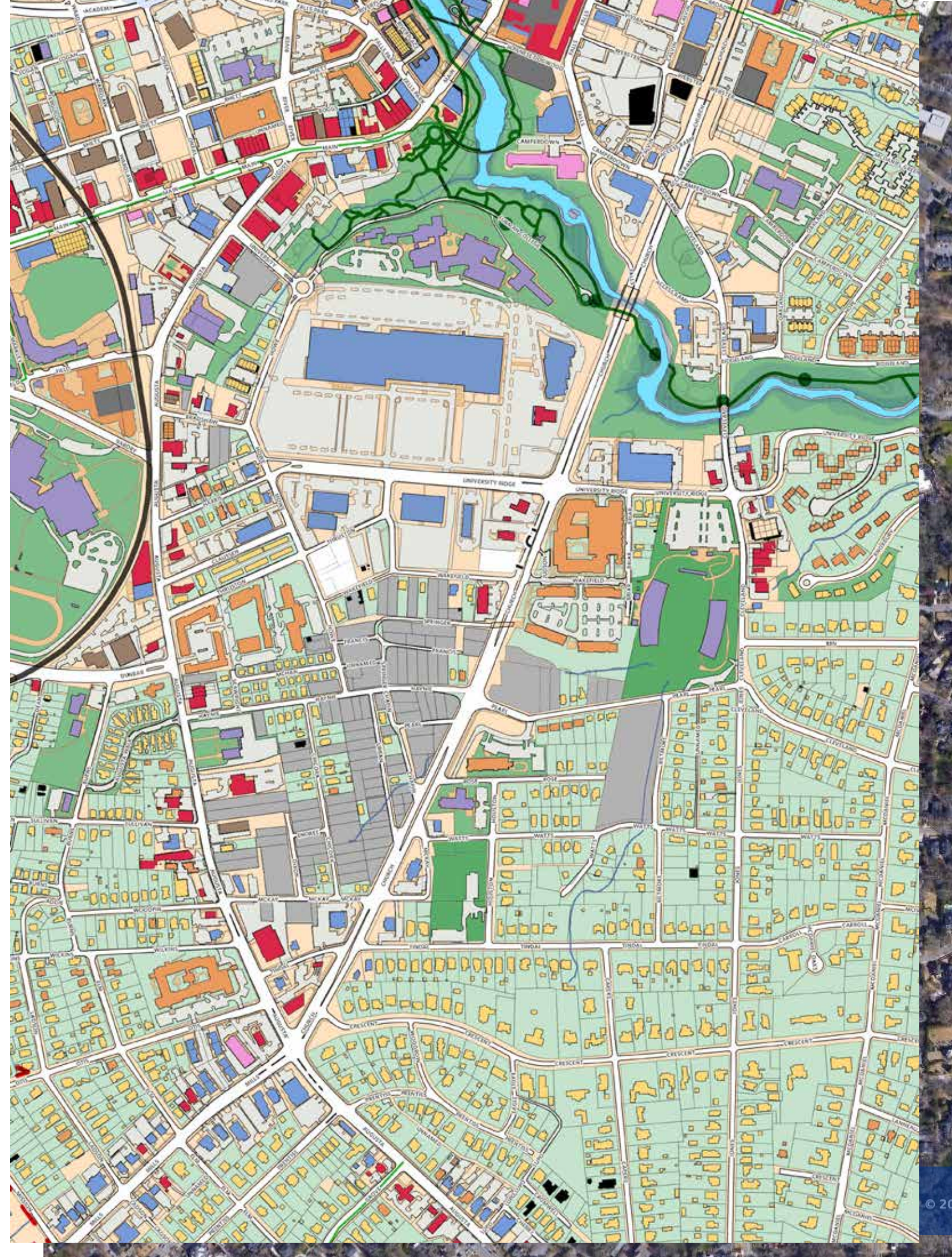
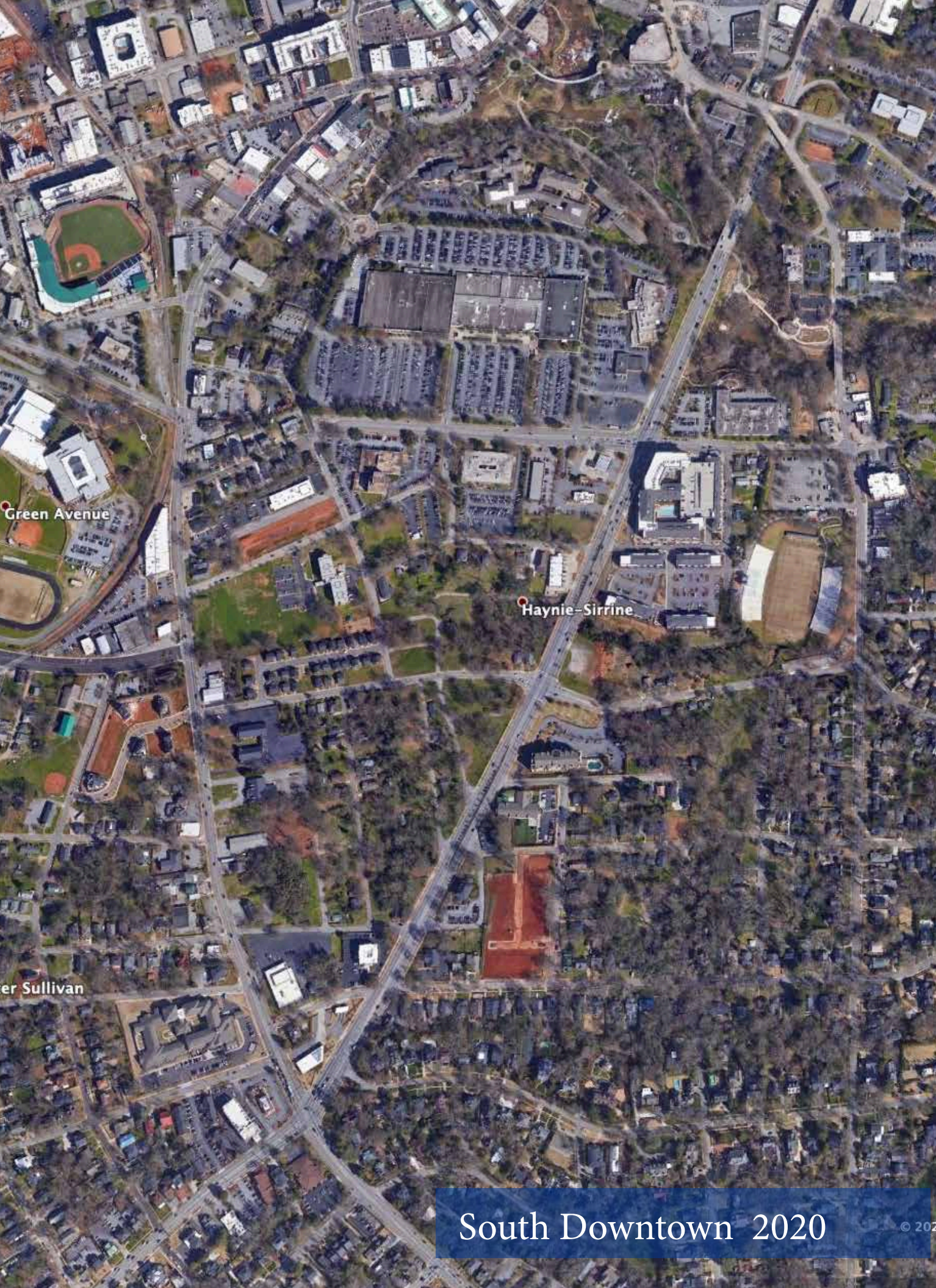
- Trail connections and crossing to high school/Augusta Street/Church Street
- Parking for people who come downtown to hike trail
- Preservation/wildlife protection plan
- Dunbar connection seems unrealistic
- Streetscape with benches
- Bus lanes and Bus stops
- Public parking in proximity to Church & Augusta intersection



South Downtown 1955



South Downtown 1979

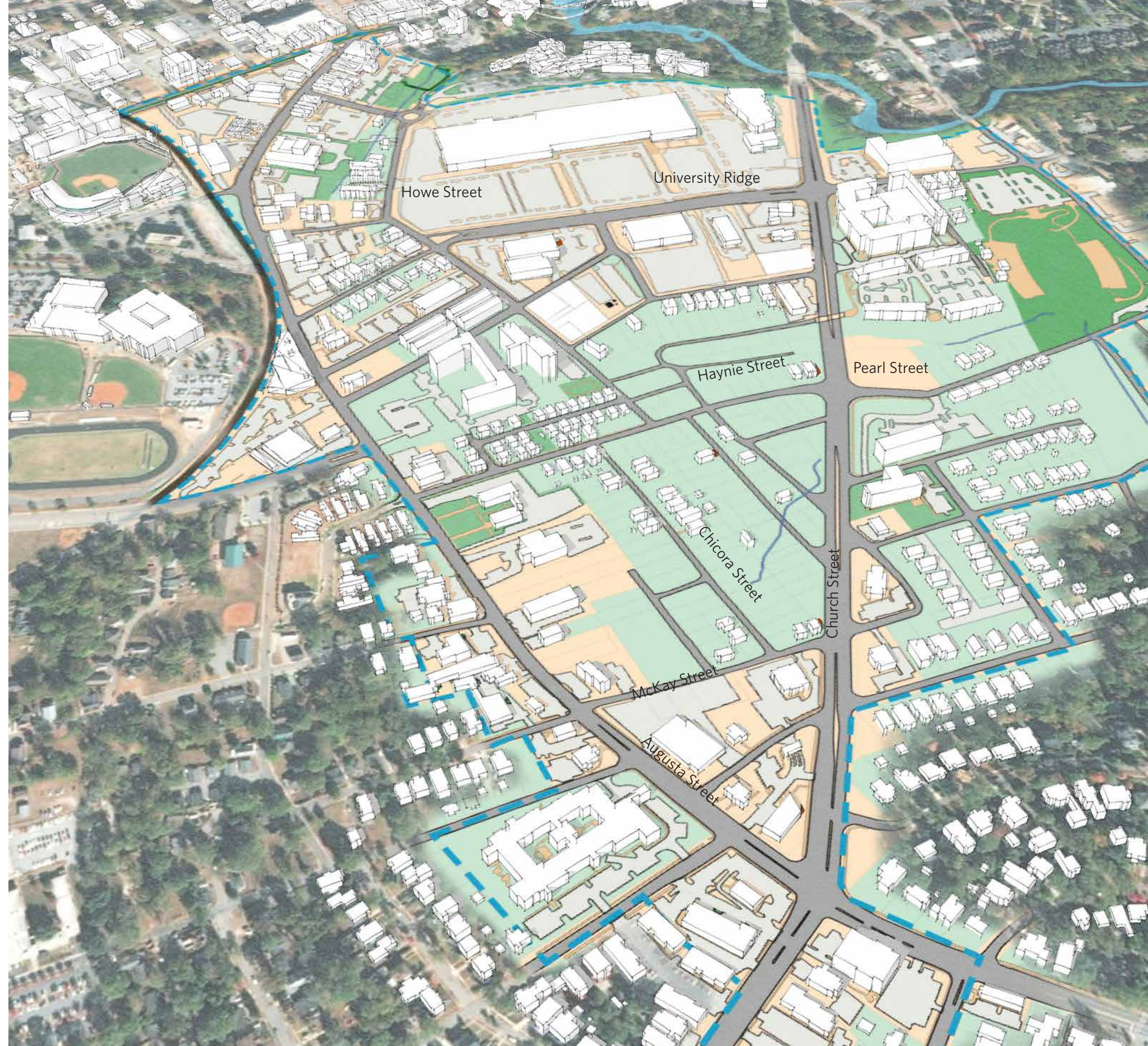


SOUTH DOWNTOWN

ANALYSIS PROPOSED FRAMEWORKS

EXISTING DEVELOPMENT PATTTERNS

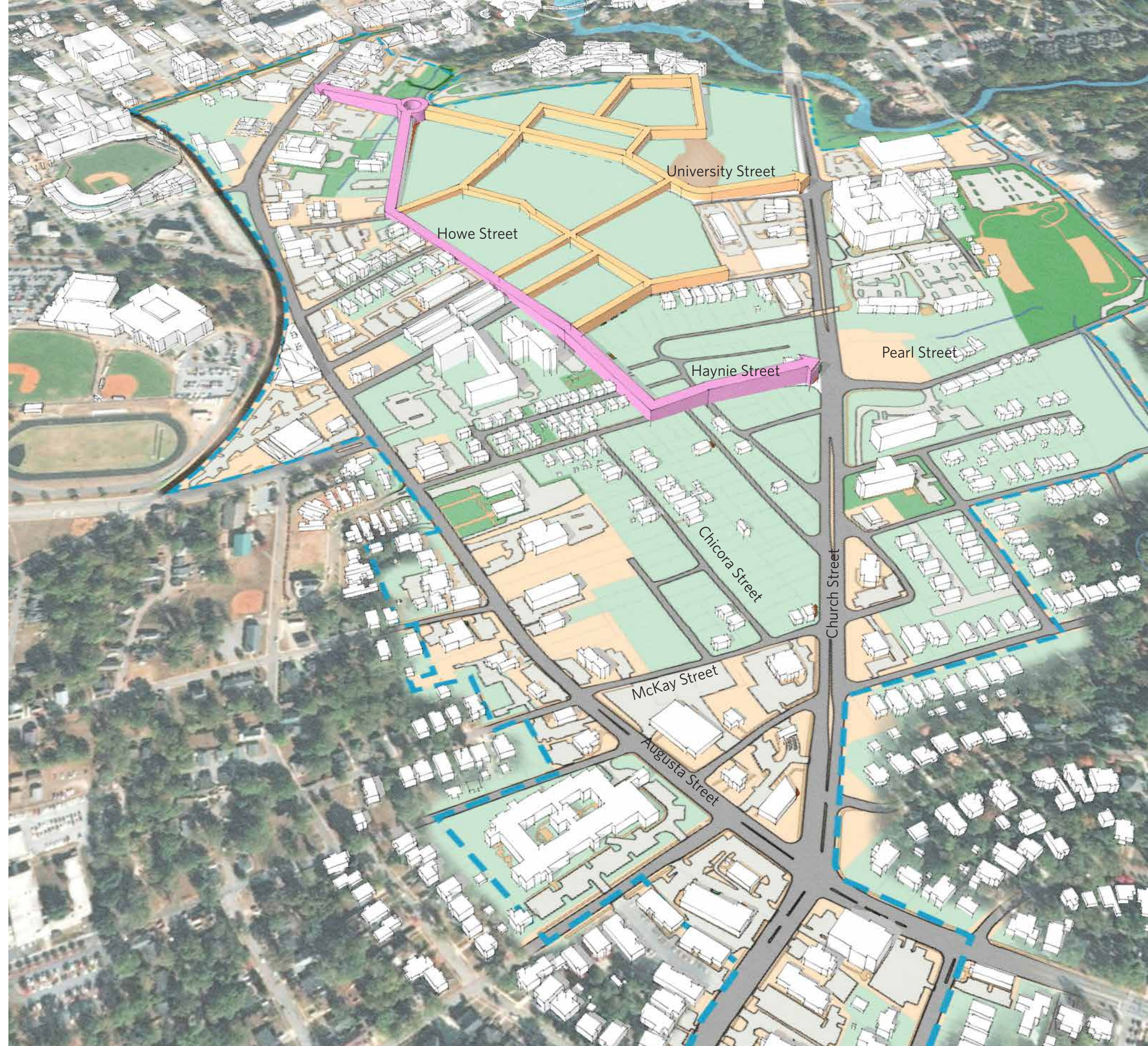
SOUTH DOWNTOWN SMALL AREA PLAN



SOUTH DOWNTOWN

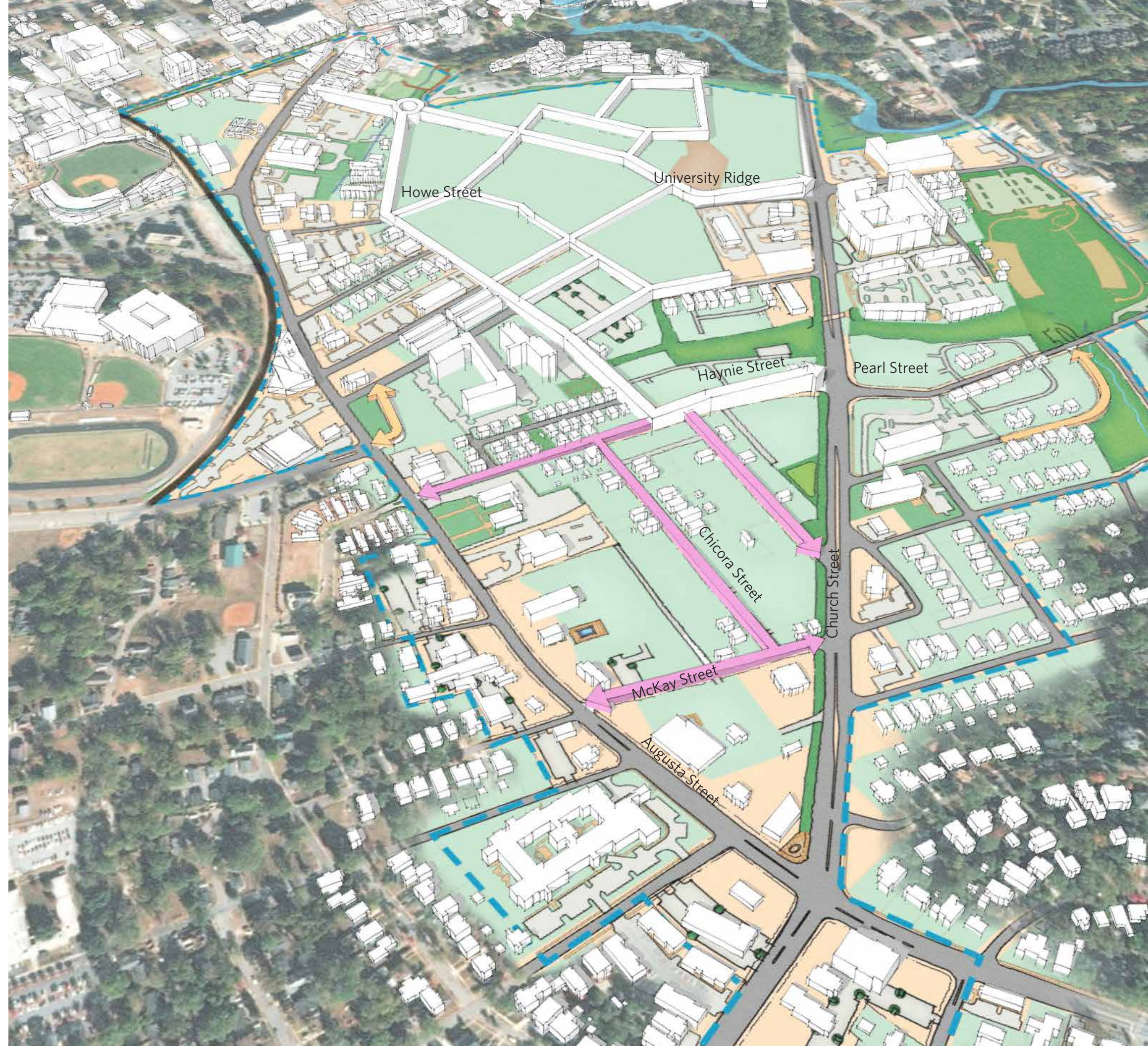
ANALYSIS PROPOSED FRAME- WORKS

PROPOSED STREET NETWORKS COUNTY SQUARE



SOUTH DOWNTOWN
ANALYSIS

**PROPOSED
STREETS AND OPEN
SPACE**



SOUTH DOWNTOWN

ANALYSIS

PROPOSED FRAMEWORKS

PROPOSED TRAILS AND OPEN SPACE PATTTERS



SOUTH DOWNTOWN

ANALYSIS

CREATE COHERENT BLOCKS

- active frontages
- walkable blocks
- safe



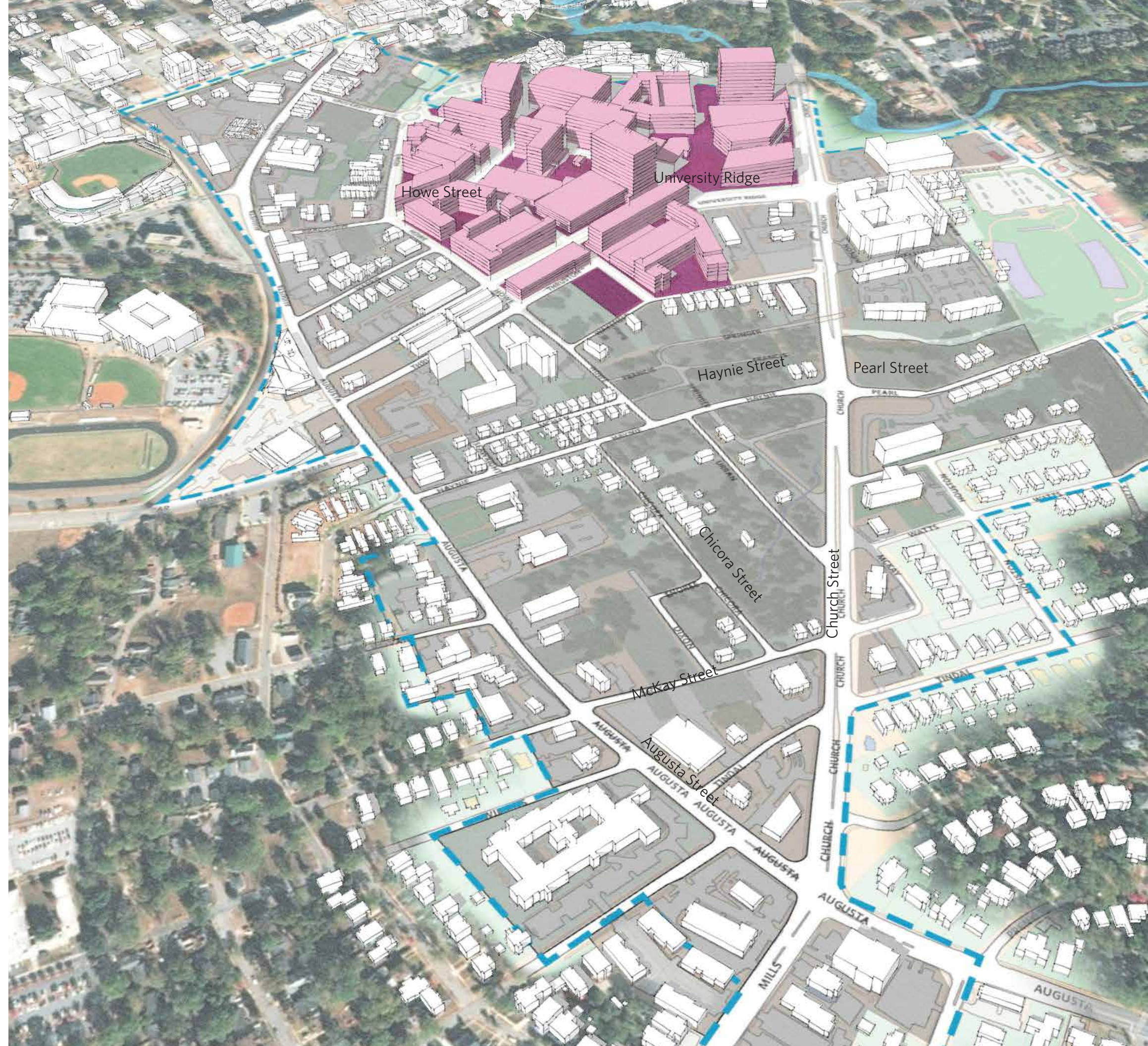
SOUTH DOWNTOWN

ANALYSIS

PROPOSED FRAMEWORKS



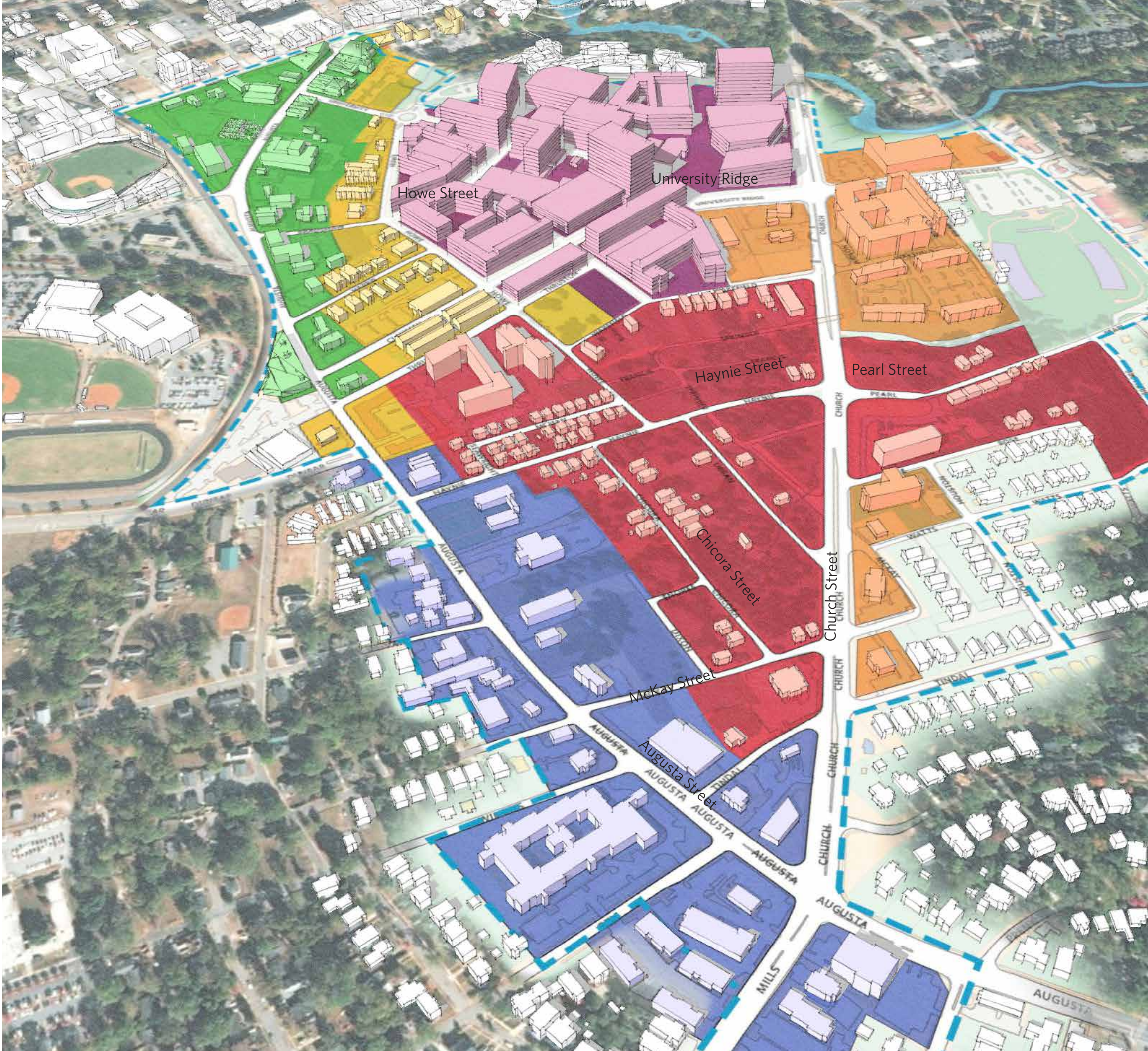
**UNIVERSITY
DISTRICT
MIXED-USE
URBAN PRECINCT**



SOUTH DOWNTOWN
ANALYSIS

**ESTABLISH
CHARACTER
PRECINCTS**

- North Augusta
- Howe Street
- University
- Haynie Pearl
- South Augusta
- Church

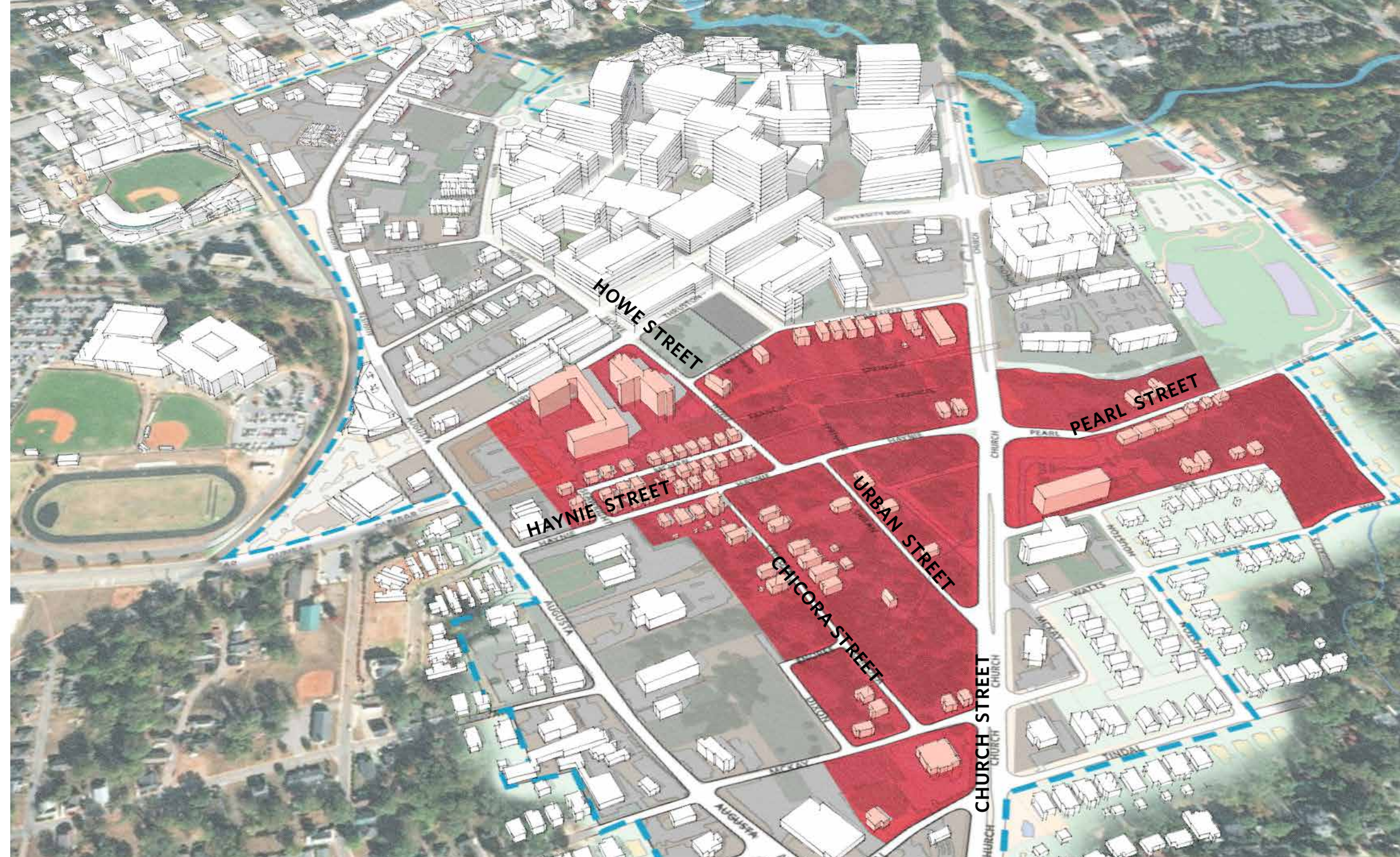


SOUTH DOWNTOWN

PRECINCTS HAYNIE-PEARL

Key Elements

- Residential uses should dominate frontage on smaller scale internal streets. Predominate scale is 2-3 stories
- Redevelopment patterns along Church corridor support larger buildings and a mix of uses.
- Improved streets and sidewalks required throughout





SOUTH DOWNTOWN

PRECINCTS
HAYNIE-PEARL



SOUTH DOWNTOWN

PRECINCTS
HAYNIE-PEARL

SOUTH DOWNTOWN

PRECINCTS

HAYNIE-PEARL



SOUTH DOWNTOWN

PRECINCTS

HAYNIE-PEARL



SOUTH DOWNTOWN

VIEW LOOKING SOUTH ALONG CHICORA - EXISTING



VIEW LOOKING SOUTH ALONG CHICORA - PROPOSED



AERIAL VIEW LOOKING EAST ALONG HAYNIE - EXISTING



AERIAL VIEW LOOKING EAST ALONG HAYNIE - EXISTING

Key Elements

- Haynie Street from Howe to Church allowed as mixed-use with neighborhood services
- Create gateway into the neighborhoods multi-use trail
- Building types transition from larger 6 story on Augusta and Church into 2-3 story neighborhoods in the core



AERIAL VIEW LOOKING EAST ALONG HAYNIE - EXISTING

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AERIAL VIEW LOOKING EAST ALONG HAYNIE - PROPOSED



SOUTH DOWNTOWN

AERIAL VIEW LOOKING EAST ALONG HAYNIE - PROPOSED



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AERIAL VIEW LOOKING EAST ALONG HAYNIE - PROPOSED



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AERIAL VIEW LOOKING EAST ALONG HAYNIE - PROPOSED



SOUTH DOWNTOWN

AERIAL VIEW LOOKING EAST ALONG HAYNIE - PROPOSED



VIEW LOOKING EAST ALONG HAYNIE - EXISTING

Key Elements

- Assumes Haynie a major neighborhood gateway with access to Church
- Create appropriate gateway into the neighborhoods with building forms and uses
- Street improvements including widening where possible and adding on-street parking landscape, new utilities and street lights



VIEW LOOKING EAST ALONG HAYNIE - NEW DEVELOPMENT



SOUTH DOWNTOWN

AERIAL VIEW LOOKING NORTH ALONG CHURCH - EXISTING



SOUTH DOWNTOWN

VIEW LOOKING NORTH ALONG CHURCH - UNIVERSITY PRECINCT



SOUTH DOWNTOWN

VIEW LOOKING NORTH ALONG CHURCH - PROPOSED PARK SPACE



SOUTH DOWNTOWN

VIEW LOOKING NORTH ALONG CHURCH - OPTION A SCENARIO



AERIAL VIEW LOOKING NORTH ALONG CHURCH - SCENARIO A



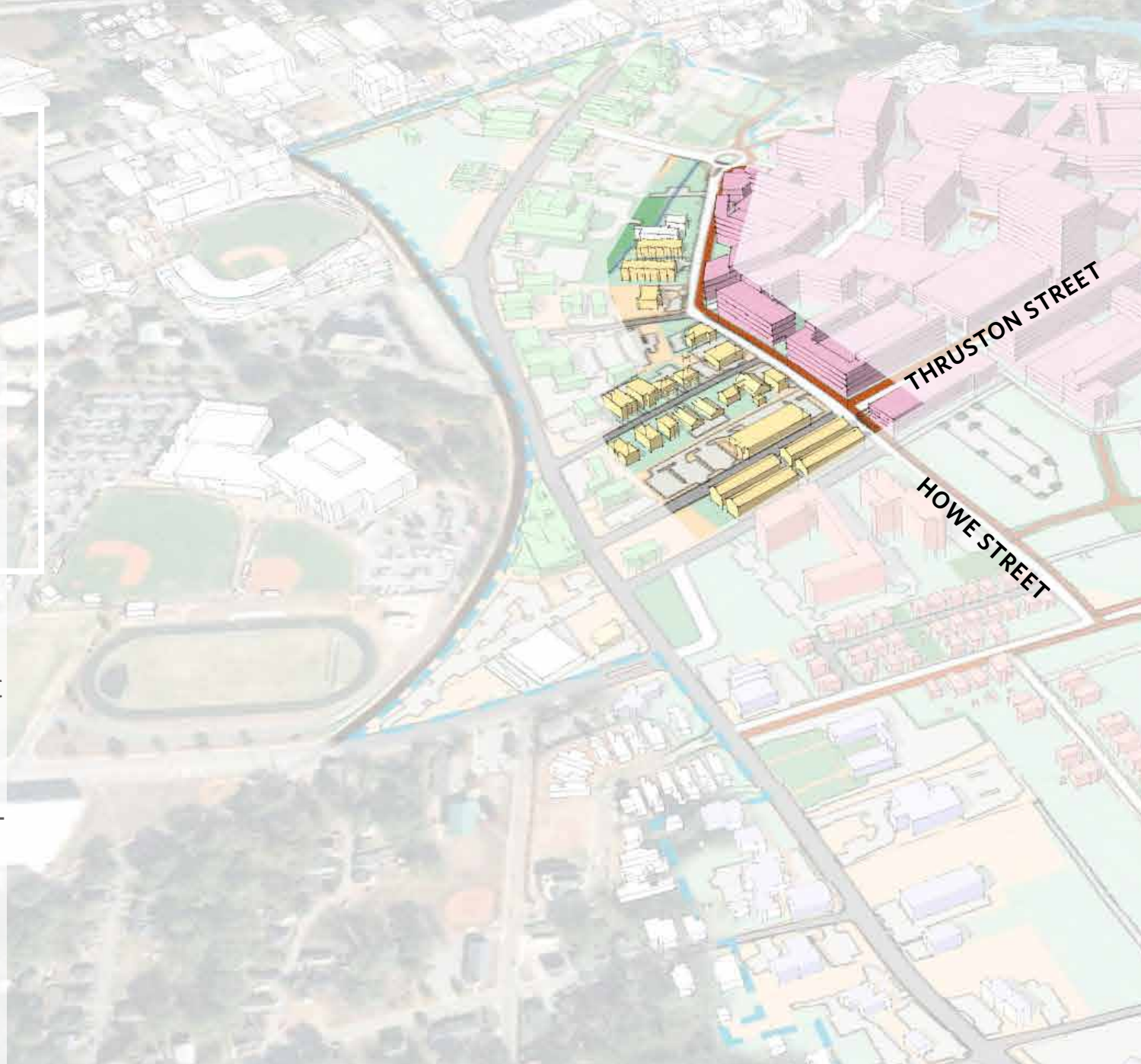
SOUTH DOWNTOWN

PRECINCTS

HOWE

Key Elements

- Small lot commercial uses dominate frontage
- Re-development patterns would maintain a mix of uses in residential building types at north end
- Maintain 2-3 story scale with-in blocks
- New buildings to front Howe with parking behind



**SOUTH DOWNTOWN
PRECINCTS
HOWE**



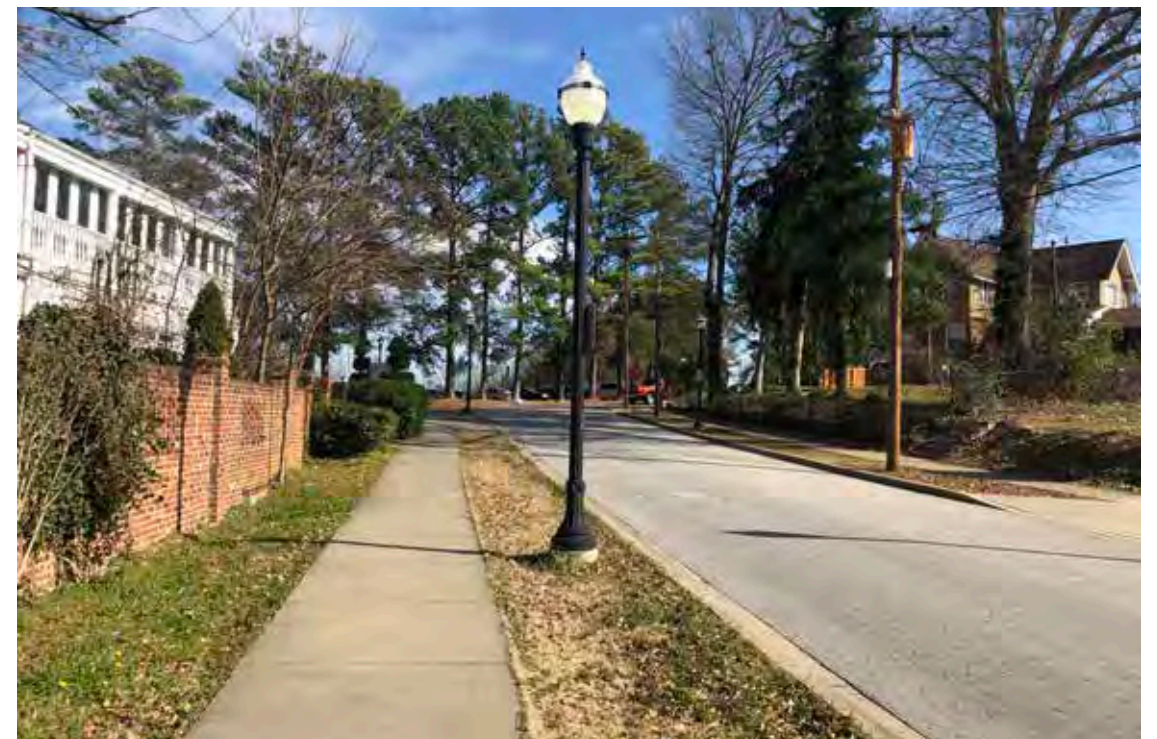
Howe Street - north



Thruston @ Howe Street



Claussen Street



Bradshaw Street





HOWE STREET SOUTH - POTENTIAL SECTION

SOUTH DOWNTOWN

AERIAL VIEW LOOKING SOUTH ALONG HOWE - EXISTING



SOUTH DOWNTOWN

VIEW LOOKING SOUTH ALONG HOWE - PROPOSED NORTH GATEWAY



VIEW LOOKING NORTH ALONG HOWE - EXISTING STREET



VIEW LOOKING NORTH ALONG HOWE - PROPOSED SCALE



SOUTH DOWNTOWN

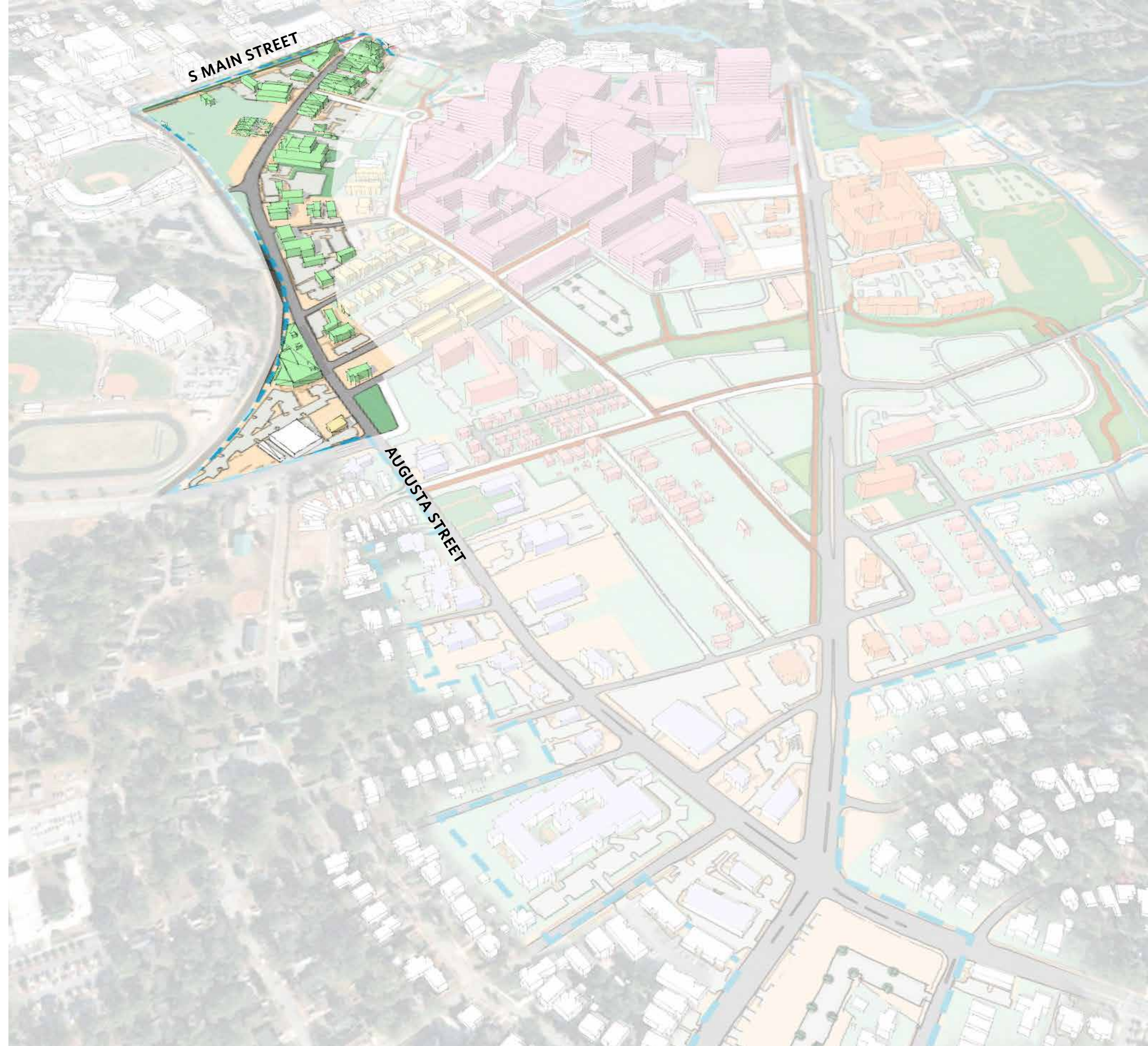
ANALYSIS

PRECINCTS

AUGUSTA NORTH

Key Elements

- Commercial & civic uses dominate frontage
- Redevelopment patterns require buildings front streets with parking behind or to side
- Maintain 1-2 story scale within the first 60 feet of frontage
- Create shared public realm for pedestrians adjacent to Augusta R.O.W.



SOUTH DOWNTOWN
AUGUSTA STREET
NORTH PRECINCT

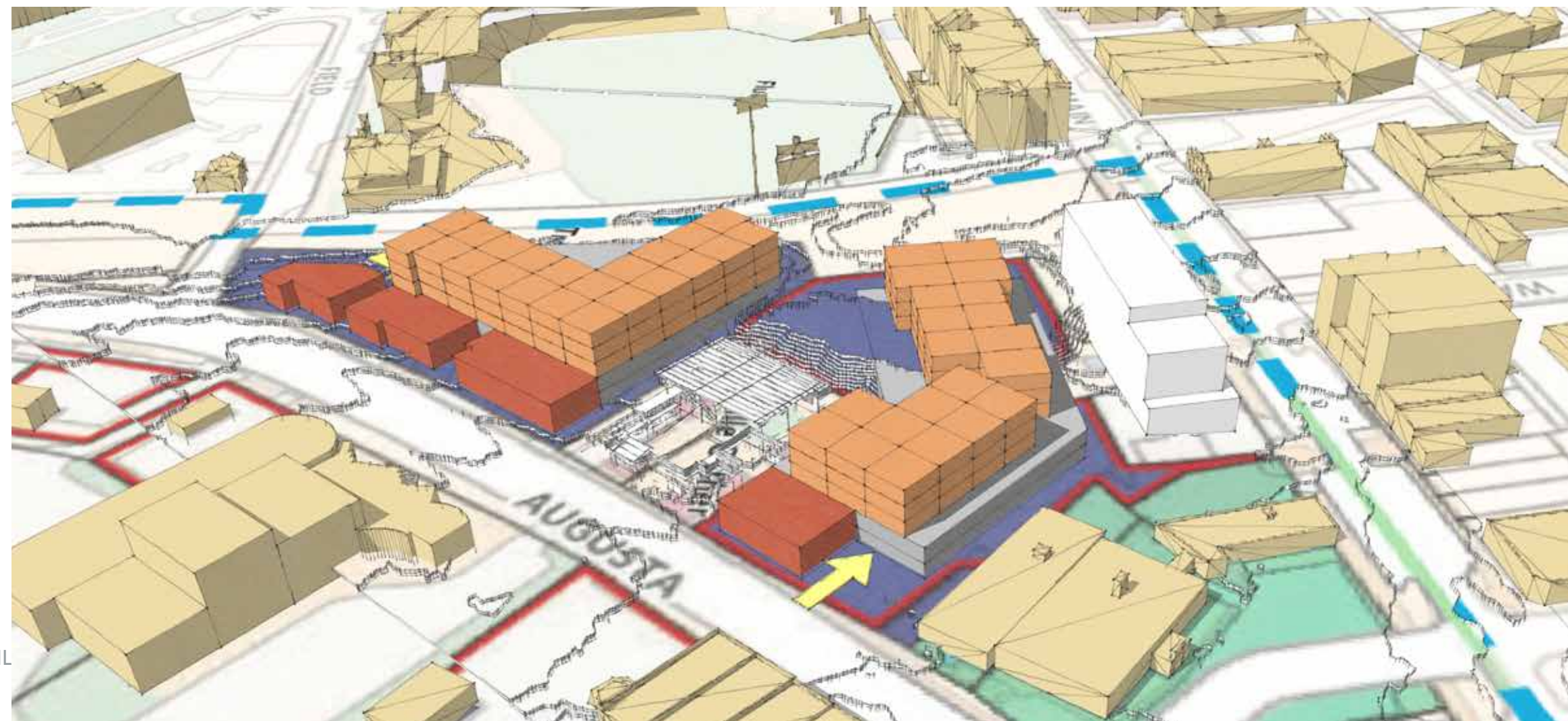
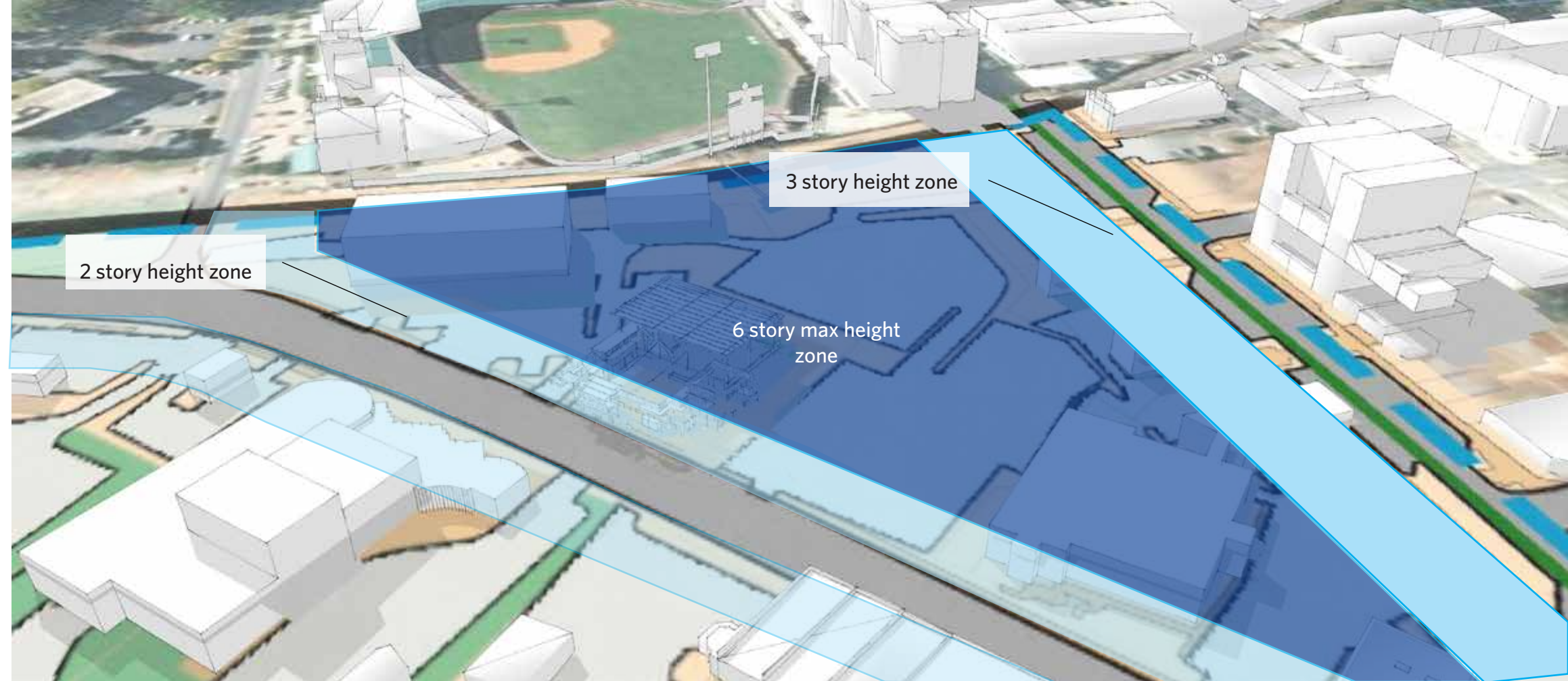


SOUTH DOWNTOWN

ANALYSIS PROPOSED FRAME- WORKS

BLOCK REGULATIONS

- SETBACKS
- HEIGHTS
- MASSING
- FRONTAGE



SOUTH DOWNTOWN

NORTH AUGUSTA STREET CHARACTER



SOUTH DOWNTOWN

ANALYSIS

PRECINCTS

AUGUSTA SOUTH

Key Elements

- Commercial & civic uses dominate frontage
- Redevelopment patterns require buildings front streets with parking behind or to side
- Maintain 1-2 story scale within the first 60 feet of Augusta frontage
- create shared public realm for pedestrians adjacent to Augusta R.O.W.



SOUTH DOWNTOWN

AERIAL VIEW LOOKING NORTH - EXISTING



SOUTH DOWNTOWN

ANALYSIS PROPOSED FRAMEWORKS

SOUTH
AUGUSTA



SOUTH DOWNTOWN

ANALYSIS PROPOSED FRAMEWORKS

**SOUTH
AUGUSTA**



SOUTH DOWNTOWN

ANALYSIS PROPOSED FRAMEWORKS

**SOUTH
AUGUSTA**



SOUTH DOWNTOWN

AERIAL VIEW LOOKING NORTH - PLAN



SOUTH DOWNTOWN

EYE LEVEL VIEW LOOKING NORTH ON AUGUSTA - EXISTING



EYE LEVEL VIEW LOOKING NORTH ON AUGUSTA - PROPOSED



STREET IMPROVEMENTS - CREATING FRONTAGES

Howe Street South

Text



Key



Existing Street Section



Existing Conditions



Proposed Street Section

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Augusta Street South

Text



Key



Existing Street Section



Existing Conditions



Proposed Street Section

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McKay Street

Text



Key



Existing Street Section



Existing Conditions



Proposed Street Section

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Haynie Street

Text



Key



Existing Street Section



Existing Conditions



Proposed Street Section

DRAFT 05.04.20

BUILDING TYPES - CREATING BUILDING AND SITE STANDARDS

New building patterns in South Downtown should respond to the scale and character in the Haynie-Sirrine Neighborhood, and reinforce the scale along August Street

BUILDING NEW OPPORTUNITIES

The new buildings in South Downtown fill in the new framework of infrastructure. Bridging the gap between high-density mixed use centers and a fine grained mix of buildings moving south, its imperative that the form of new buildings responds to the scale and character of the existing Haynie-Sirrine neighborhood, as well as reinforcing the pattern of small and medium commercial buildings along August Street.

BUILDING TYPES

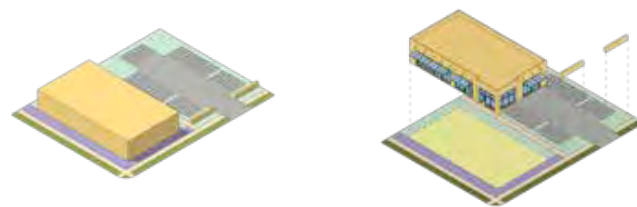
This chapter describes building types that will be indicative of new development in South Downtown, ranging from small and medium buildings to larger buildings that would bridge closer to the mixed-use center of the County Square development.



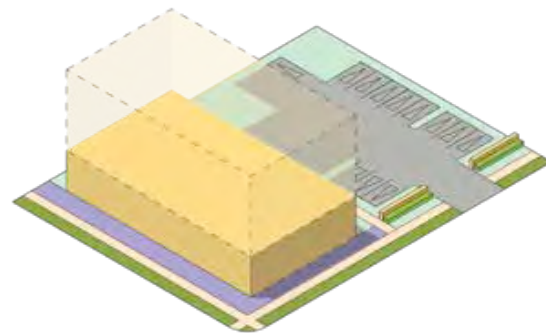
Single-Family — Detached A building having a maximum of three stories and containing one or two dwelling units on a single lot with private yards on all four sides. A detached house may contain commercial uses, either alone or in combination with residential uses.



Single-Family — Attached (Townhouse) A multistory building having a maximum of four stories and containing two or more dwelling units separated vertically by a shared wall. Townhouses may also have ground level commercial uses.



Small urban building containing more than three, but less than 25 dwelling units that are vertically and horizontally integrated.



Medium Urban Building A one to two story building containing one or more non-residential uses



large Urban Building A one to two story building containing one or more non-residential uses

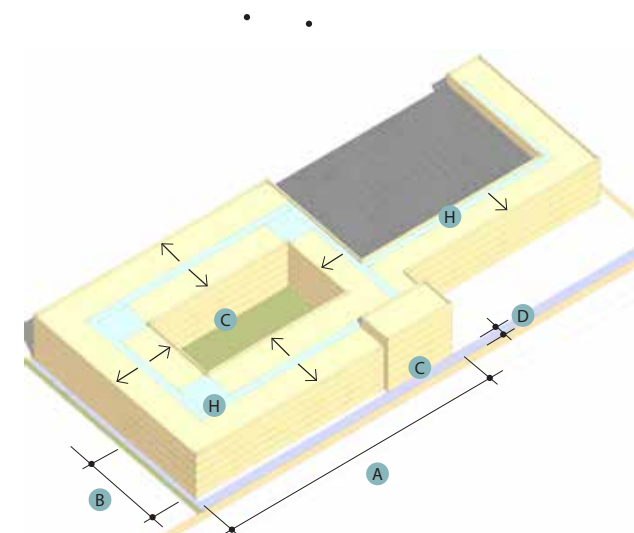


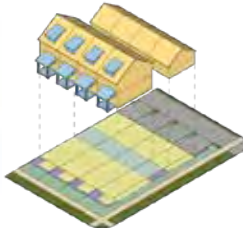
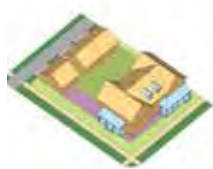
Figure 4.1 Example of a Texas Wrap Building

Integrated Garage Buildings A multistory building containing more than 25 dwelling units that are vertically and horizontally integrated. A building of this scale will likely include an attached parking garage integrated into the design of the building.

BUILDING TYPES - CREATING BUILDING AND SITE STANDARDS



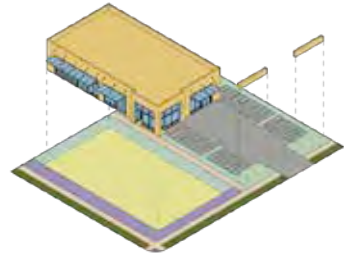
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URBAN DESIGN ASSOCIATES




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BUILDING TYPES - CREATING BUILDING AND SITE STANDARDS



Table 4.7 Permitted Use Table

		PRECINCT				
BUILDING TYPE		HAYNIE-SIRRINE	NORTH AUGUSTA	SOUTH AUGUSTA	HOWE	CHURCH
Detached Single-Family		P	--	--	P	--
Attached Single-Family		P	--	--	P	--
Small Urban Building		P	P	P	P	P
Medium Urban Building		P	P	P	P	P
Large Urban Building		P	P	P	--	P
Large Urban Building with Integrated Parking		P	P	P	--	P
Carriage House		P	--	--	P	--

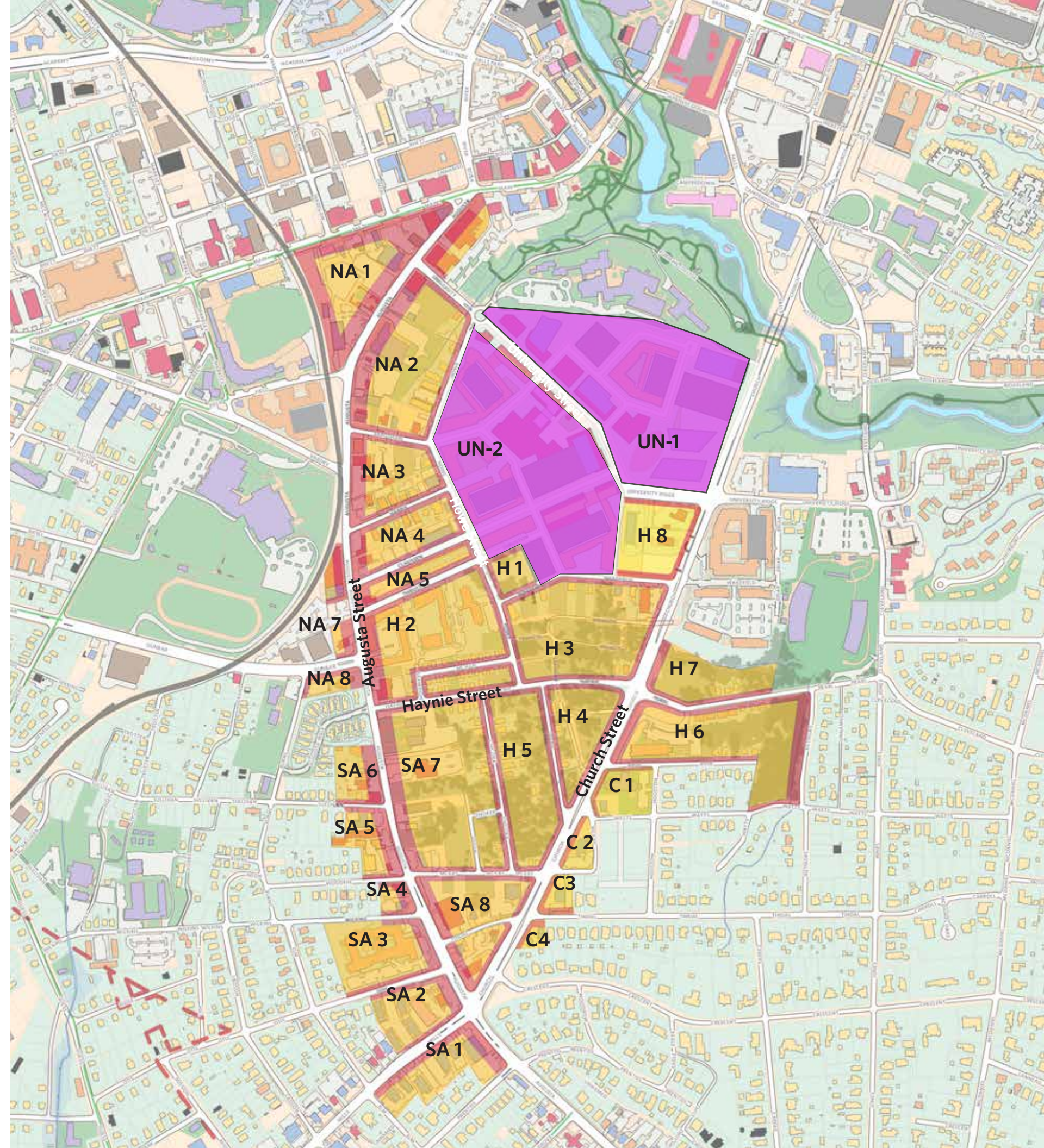
SOUTH DOWNTOWN

ANALYSIS

PROPOSED FRAMEWORKS

CREATING A REGULATING PLAN FOR BLOCKS AND FRONTAGES

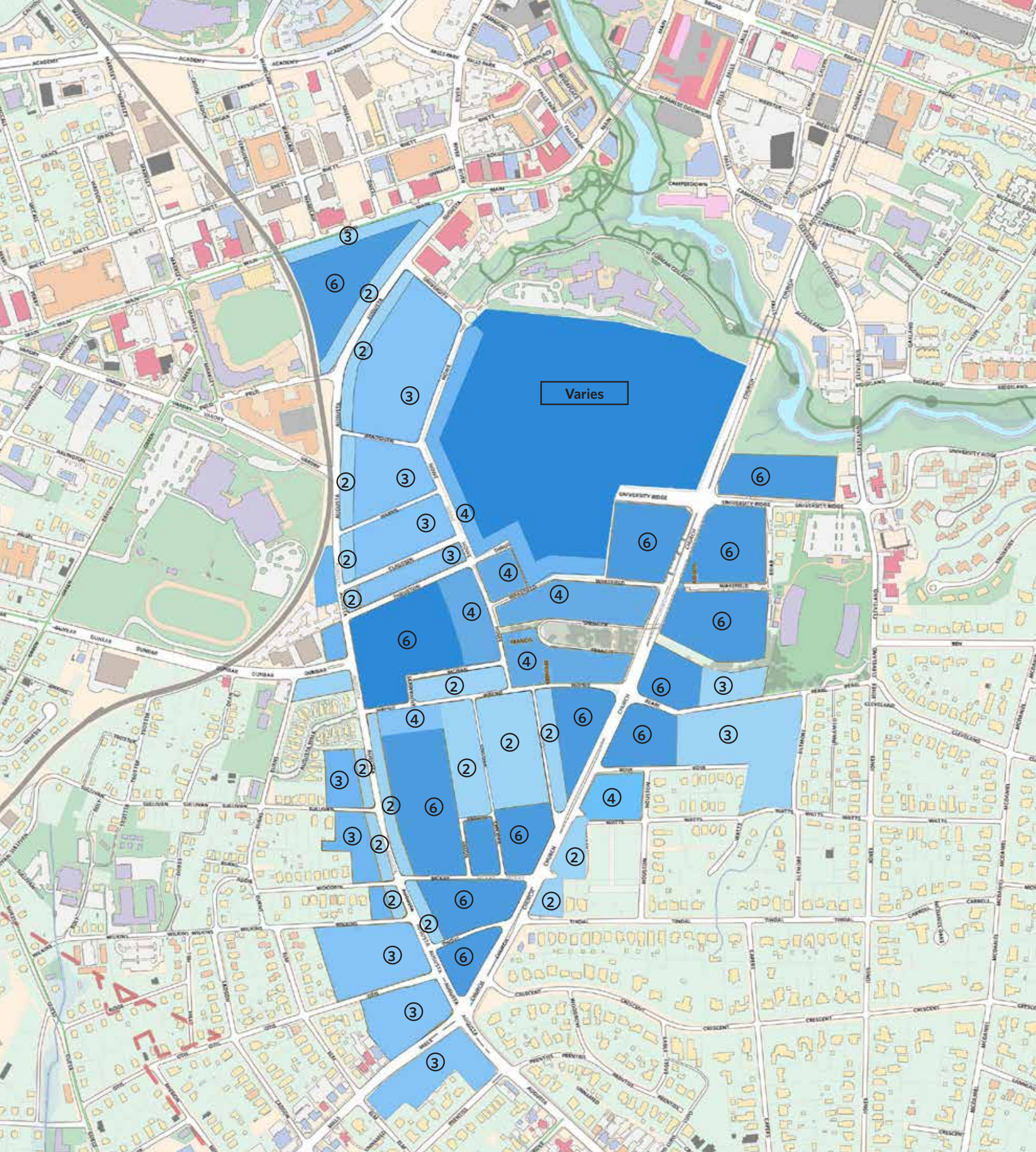
- setbacks
- heights
- building types
- uses



SOUTH DOWNTOWN

ANALYSIS
PROPOSED FRAMEWORKS

PROPOSED HEIGHT
REGULATING PLAN



SOUTH DOWNTOWN

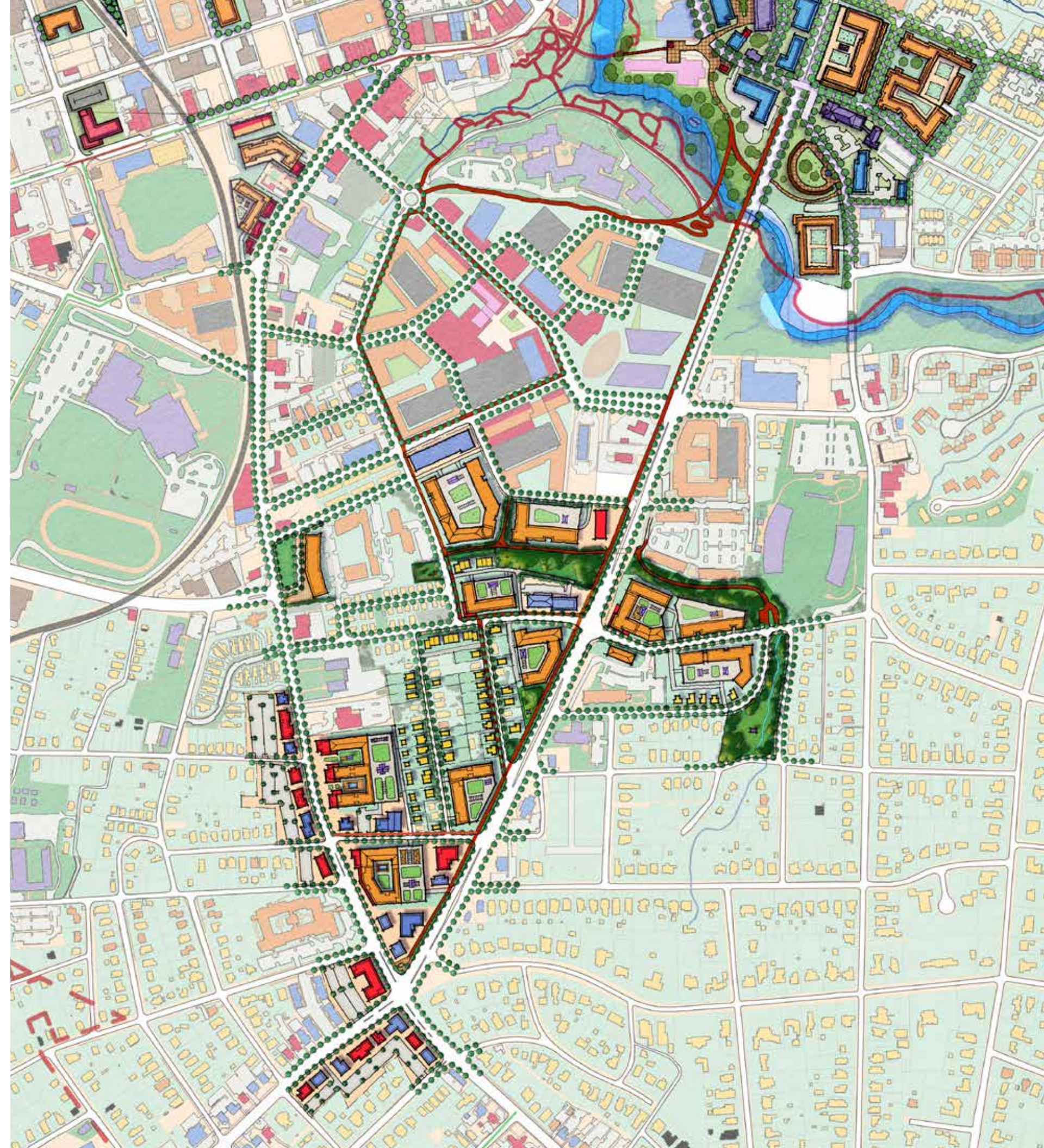
ANALYSIS

PROPOSED FRAMEWORKS

DEVELOPMENT PLAN

SCENARIO A

- MORE URBAN IN SCALE
- STRUCTURED PARKING REQUIRED TO ACHIEVE



SOUTH DOWNTOWN

ANALYSIS

PROPOSED FRAMEWORKS

DEVELOPMENT PLAN

SCENARIO B

- SMALLER FOOTPRINT ALLOWANCES
- MORE SURFACE PARKING

